

## ORDER



KLAS

Mike Jones

K-WAS

## National

Orders	Order / Rev:	35840
	Alt Order #:	08801768
	Product Desc:	OCEQUERA/CON/DEM
	Estimate:	1185
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	05/15/12 / 10/05/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	GMMB
	Buying Contact:	Maura Gilroy
	Billing Contact:	1010 Wisconsin Ave NW Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Oceguera, John CD3
	Demographic:	A25-54
	Product Codes:	PO1
	Priority:	LV3
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/08/12	39	\$20,040.00	\$17,034.00	October 2012	39	\$20,040.00	\$17,034.00	0.00
					Totals	39	\$20,040.00	\$17,034.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$20,040.00
Market	100%	\$66,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$16,700.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,340.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

Order / Rev: 35840  
Alt Order #: 08801768  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Ocegueda, John CD3  
Product Desc: OCEQUERA/CON/DEM  
Estimate: 1185

KLAS

Order / Rev: 35840  
Alt Order #: 08801768  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Oceguera, John CD3  
Product Desc: OCEQUERA/CON/DEM  
Estimate: 1185

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	8	10/06/12	10/06/12	8 News Now Sat	5-7p CM	630-7p	-----S-		:30	1	\$965.00	LV1	0.00	NM		1	\$965.00
8 News Now Sat 630-7p (6:30 PM-7:00 PM)																	
8 NEWS NOW AT 630PM-SAT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12 10/07/12 -----S- 1 \$965.00 0.00																	
E 18	8	10/07/12	10/07/12	Sun 4-5P Elec Playgrou	CM	4-5p	-----S		:30	1	\$135.00	LV3	0.00	NM		1	\$135.00
Electric Playground																	
THE UNIT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12 10/07/12 -----S 1 \$135.00 0.00																	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1		8 10/01/12-10/07/12 Sun 4-5P Elec Playground			4-5p		-----Su	:30	(\$135.00)	0.00	NM						
See MG 18.2																	
2		8 10/07/12-10/07/12 Sun 4-5P Elec Playground			5-530p		-----Su	:30	\$135.00	0.00	NM						
(M) MG for 18.1 10/07 [Program time moved due NFL Football]																	
E 19	8	10/07/12	10/07/12	8 News Now Sun	5-7p CM	5-7p	-----S		:30	1	\$350.00	LV3	0.00	NM		1	\$350.00
8 News Now Sun 5-7p (4:00 PM-4:30 PM)																	
8 NEWS NOW AT 5PM-SUN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12 10/07/12 -----S 1 \$350.00 0.00																	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1		8 10/01/12-10/07/12 8 News Now Sun 5-7p			5-7p		(5:00 PM-5:30 P-----Su	:30(\$1,140.00)	0.00	NM							
See MG 19.2																	
2		8 10/07/12-10/07/12 8 News Now Sun 5-7p			430-5p		(4:30 PM-5:00 P-----su	:30	\$350.00	0.00	NM						
(M) MG for 19.1 10/07																	
E 24	8	10/05/12	10/05/12	Fri 9-10p	CSI: NY	CM	9-10p	----F--	:30	1	\$1,400.00	LV3	0.00	NM		1	\$1,400.00
CSI: NY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12 10/07/12 ----F-- 1 \$1,400.00 0.00																	
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1		8 10/01/12-10/07/12 Fri 9-10p			9-10p		-----F----	:30(\$1,400.00)	0.00	NM							
See MG 24.2																	
2		8 10/01/12-10/07/12 Fri 9-10p			9-10p		-----F----	:30(\$1,400.00)	0.00	NM							
(M) See MG 24.3																	
3		8 10/01/12-10/07/12 Fri 9-10p			9-10p		-----F----	:30	\$1,400.00	0.00	NM						
(M) MG for 24.2 10/05																	
E 25	8	10/07/12	10/07/12	Sun 7-8p	60 Minutes	CM	7-8p	-----S	:30	1	\$1,500.00	LV2	0.00	NM		1	\$1,500.00
60 Minutes																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12 10/07/12 -----S 1 \$1,500.00 0.00																	
E 26	8	10/02/12	10/08/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--		:30	2	\$600.00	LV2	0.00	NM		2	\$1,200.00
8 News Now 11p M-F																	
8 NEWS NOW AT 11PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/02/12 10/08/12 MTWTF-- 2 \$600.00 0.00																	
E 27	8	10/06/12	10/07/12	8 News Now 11p	Sa/Su	CM	11-1135P	-----SS	:30	2	\$400.00	LV2	0.00	NM		2	\$800.00
8 News Now Sa/Su 11p																	
8 NEWS NOW AT 11PM-WKND																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12 10/07/12 -----SS 2 \$400.00 0.00																	
E 28	8	10/02/12	10/08/12	Letterman	CM	1135p-1237a	MTWTF--		:30	2	\$275.00	LV2	0.00	NM		2	\$550.00
Letterman																	
LATE SHOW W/LETTERMAN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 10/02/12 10/08/12 MTWTF-- 2 \$275.00 0.00																	
N 29	8	10/02/12	10/07/12			CM	9-10p	--W----	:30	1	\$2,300.00	LV2	0.00	NM		1	\$2,300.00

